

SEO for HR Tech Platforms

A systematic framework for identifying & scaling organic revenue in the HCM space.



Technical Foundation

Crawlability of complex job boards, site speed for mobile users, and secure data environments



Intent-Driven Content

Mapping keywords to the B2B buyer journey



Authority & Trust

Building high-quality backlinks from HR industry publications and building E-E-A-T

Top of Funnel: Work Trends	Middle Funnel: Applicant Tracking System Features
Bottom Funnel: Future of Work Trends	Conversion: Workday vs. BambooHR



We turn technical debt into a competitive Core Web Vitals.

Is your HR platform reaching its full potential?

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